

My Los Angeles Sales Internship Experience

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Major: Marketing

Project Description

- My STEP Signature Project was a ten week sales internship with Impact Networking in Los Angeles, California
- Impact is a Chicago-based business automation software company and I worked in their first office on the West Coast
- My daily responsibilities included walking in cold to dozens of businesses to gain new business, setting first appointments, and cold calling prospects



Why I Chose an Internship Over Studying Abroad

- I chose this internship across the country because I wanted to completely leave my comfort zone and try out living in the city that fascinated me the most as a child
- This experience was more directly applicable to what I want my future to look like. This was a preview for my post-graduation life
- Los Angeles is full of powerful entrepreneurs and businesspeople, and I wanted to connect and learn from some of the best in my time there
- On the weekends, I used my passion for cars to network even more



Transformational Impacts

- This project completely widened my perspective for the way of the world and how the business world works
- Walking in cold to hundreds of businesses conditioned me to become comfortable with getting uncomfortable
- I learned that you really have to be able to differentiate yourself from others if you want any chance at achieving substantial success. Do more than average, come early, stay late, and be the best possible version of yourself you can be
- My people skills have improved, my confidence has been boosted, and my desire to learn the sales game has never been stronger
- This experience has assured that Los Angeles is the place for me, and sales is the career that is going to allow me to build the skills necessary to create the success I want to have for myself

My Best Advice

- Use LinkedIn to your advantage while you're at Ohio State. Buckeyes love helping Buckeyes
- I got my internship in a city 2,000 miles away in which I know nobody strictly by sending out cold messages to alumni on LinkedIn. Scan this QR code to read the article I published on my strategy:
- Connect with people who are in a spot you want to be in someday, form a genuine relationship by asking questions about their experience, then see if they are willing to help you out



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